



Photo: OC Coastkeeper

California King Tides: Using Social Media to Raise Awareness about Rising Tides

National Adaptation Forum April 2013

California King Tides Initiative

Members of the public take photos of extreme high tides and share through social media

Waves crash over sea wall at Rockaway Beach, Pacifica

Jack Sutton
Wildbayarea.com

Photo by Jack Sutton

Goals of Initiative:

- Raise awareness about sea level rise and coastal hazards through images of high tides
- Document and chronicle vulnerable areas of California coastline
- Garner support for sea level rise policy and local adaptation efforts
- Engage a broad audience

Crab Cove, Alameda
Jan 2013

Photo by Ron Rothbart

Background

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- Began as pilot in SF Bay in 2010, quickly expanded to statewide effort
- Run through a collaborative partnership of state and federal agencies and non-profit organizations

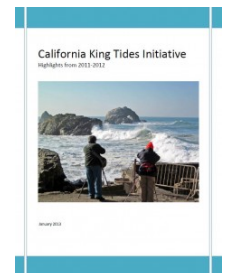
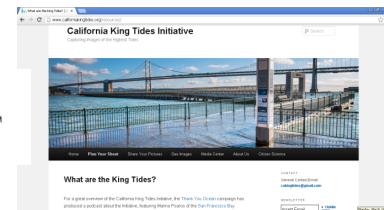
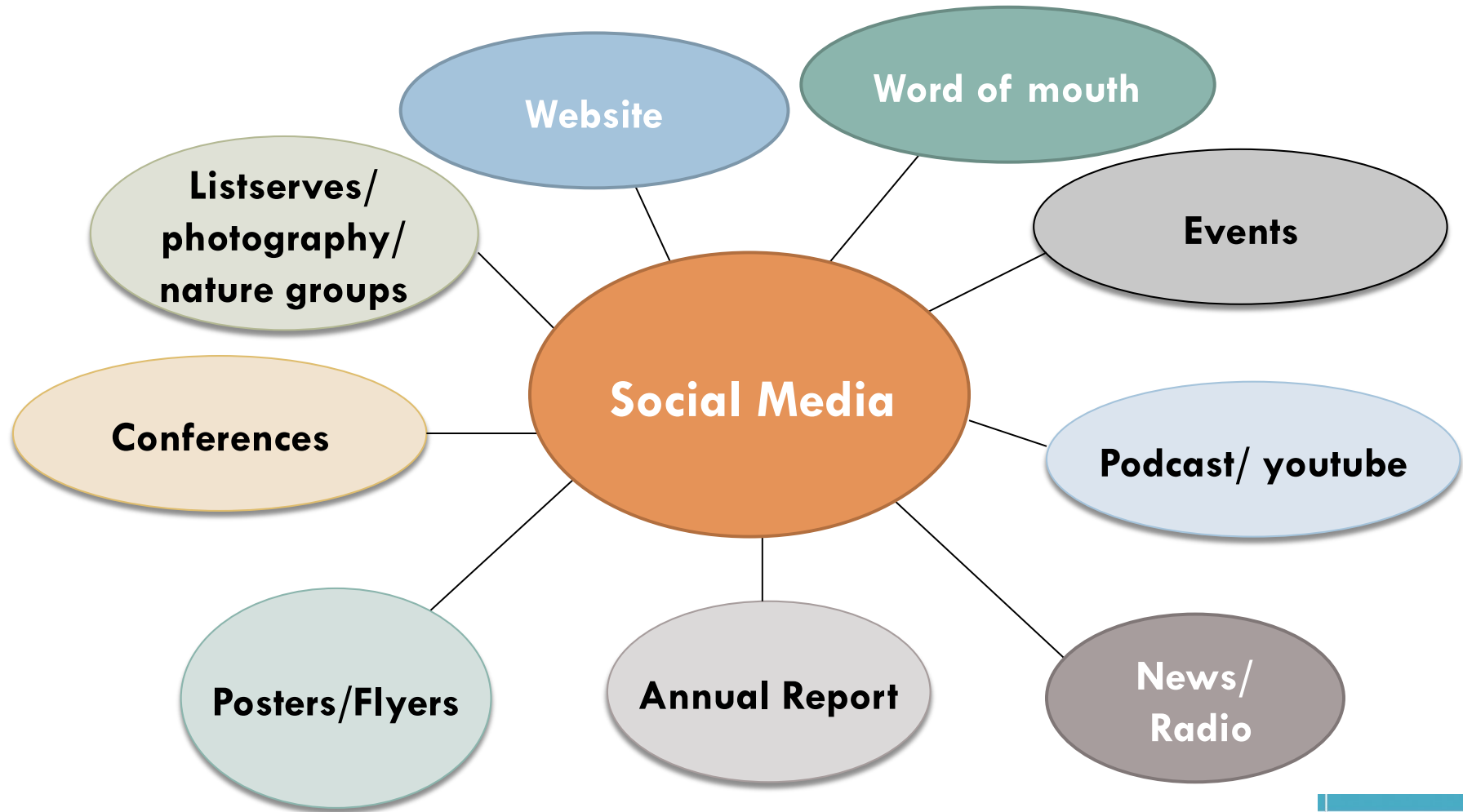


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Making San Francisco Bay Better



Communication Strategies

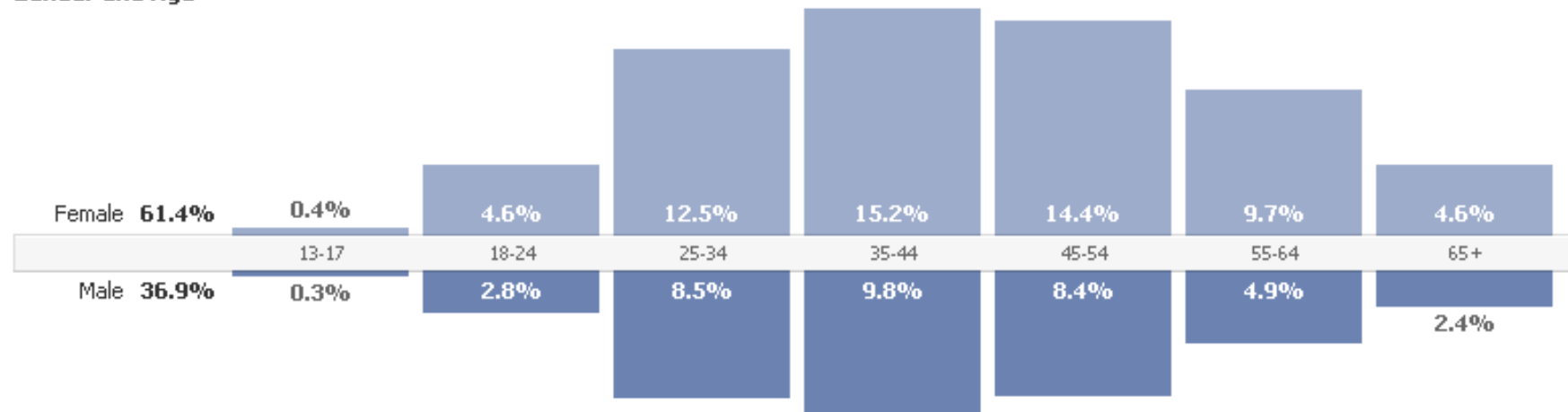


Facebook Audiences Reached

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Who You Reached (Demographics and Location)

Gender and Age?



Countries?

6,251 United States of America
92 Canada
85 Mexico
48 United Kingdom
45 Brazil
38 Australia
33 France
32 Italy

Cities?

739 San Francisco, CA
208 Los Angeles, CA
174 San Diego, CA
151 Oakland, CA
109 Santa Cruz, CA
95 Sacramento, CA
93 San Jose, CA
67 Berkeley, CA

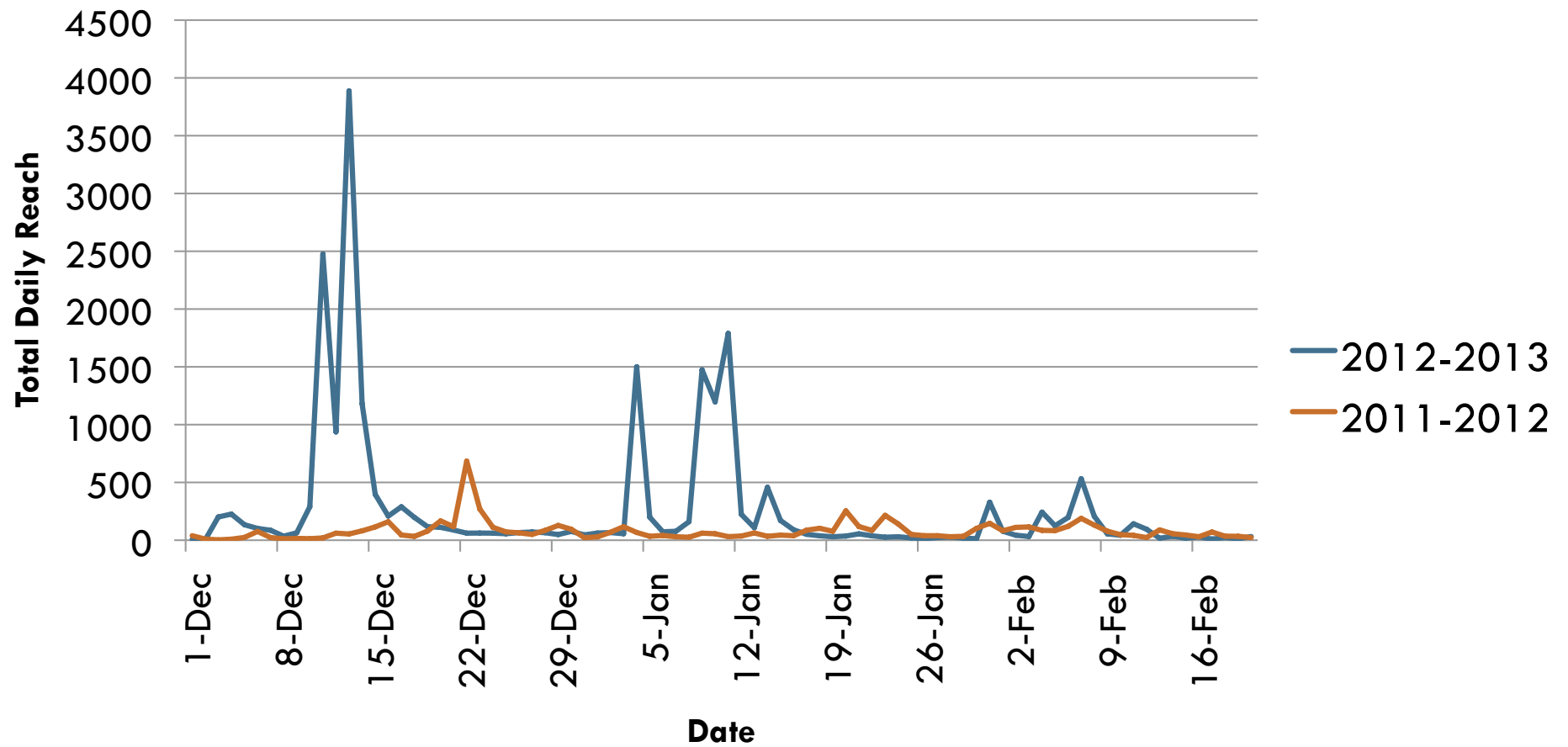
Languages?

6,314 English (US)
302 English (UK)
123 Spanish
47 French (France)
39 Portuguese (Brazil)
30 German
28 Italian
20 Spanish (Spain)

Facebook Numbers

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Number of People who Looked at Facebook Page



Conclusion: Why Use Social Media?

- Adds a new dimension to your outreach efforts
- Interactive and social
- Increases participation
- Reaches new audiences
- Easy to use
- Can track users

Oceanside

Photo by Dan Jarvis

2012-2013 photos

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South Jetty Humboldt Bay, Jan 2013

Photo by Neva Swensen



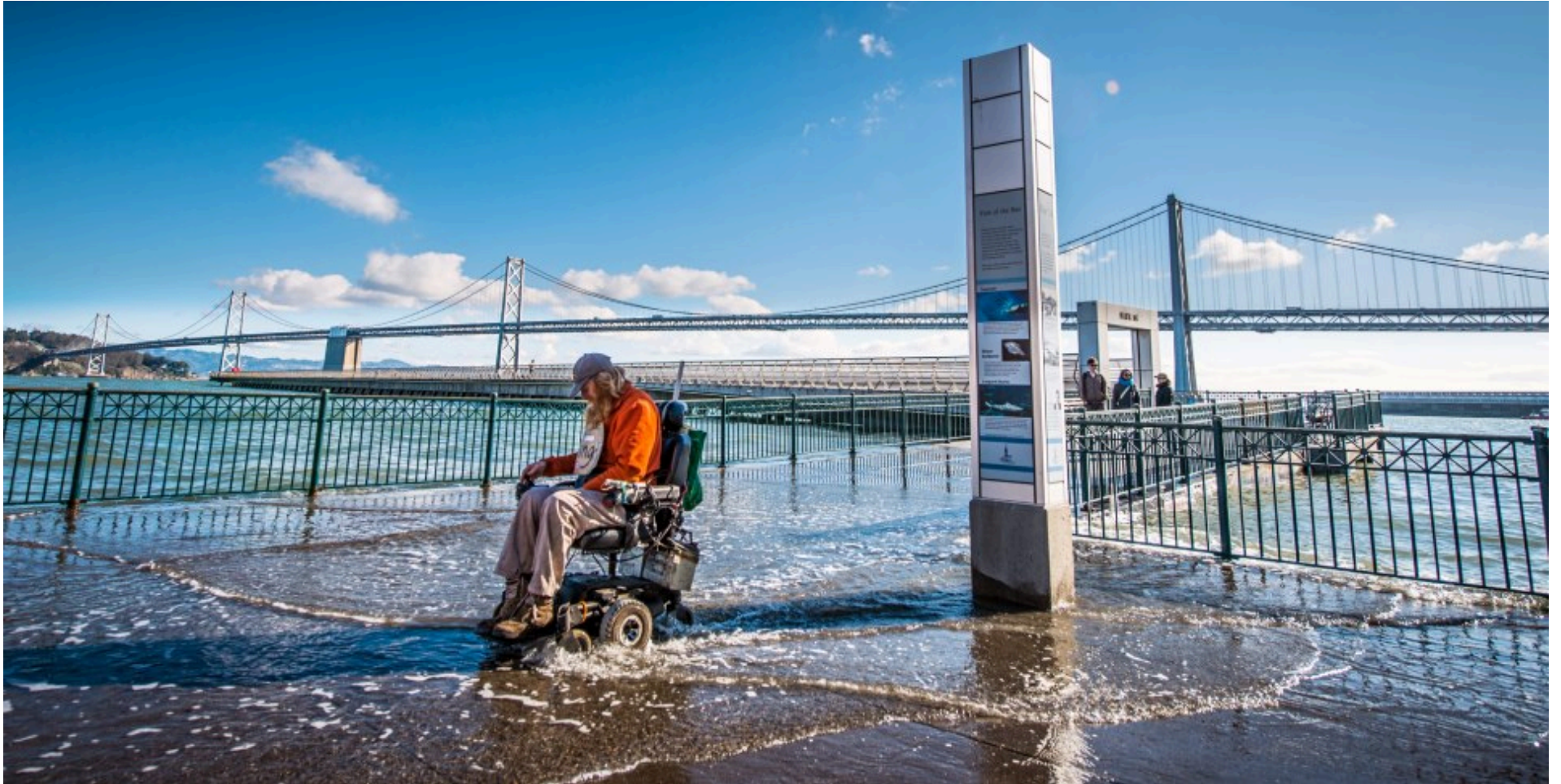
“High Water in Sausalito and it’s a blast!”

Photo by Jay McGill



Sausalito-Mill Valley Bike Path regularly floods during the king tides, Dec 2012

Photo by Flickr user secretivemarshbird



San Francisco Embarcadero, Dec 2012

Photo by Michael Filippoff



Huntington Harbor, Huntington Beach, Dec 2012

Photo by Allen Kennedy



South Imperial Beach, San Diego Dec 2012

Photo by TNERR

Get Involved!

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- Take photos and post them online
- Spread the word!
- Learn more: <http://californiakingtides.org/>
<http://www.flickr.com/groups/cakingtides/>



Thank You

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Elk River, Eureka, Dec 2012

Photo by Flickr user Zekr